

Rate card 2025

**ECONOMIST
IMPACT**

The Economist newspaper.

The Economist allows you to reach our influential audience through print and our award winning apps on iOS and Android. For regional and worldwide rates, see additional pages.

GBP Gross

Print with digital

Full page in print, together with an advertisement in the digital app, Weekly Edition.

Weekly Edition - digital

A premium advertisement in our digital app, Weekly Edition, with the option of added interactivity.

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

Worldwide

GBP Gross

Display

Advertising

Print with digital

Page facing editorial	97,500
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Print premium

Outside back cover	127,200
Inside front cover spread	208,800
Double-page spread	173,800

Weekly Edition - digital

First Swipe - Please refer to the digital rate card

Print-only rates and volume discounts available on request

10% premium for guaranteed positions

All rates are gross, subject to local taxes.

Rates are valid until 31 December 2025

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

Worldwide excluding the Americas

GBP Gross

Print with digital

Page facing editorial	77,600
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Print premium

Outside back cover	100,700
Double-page spread	129,300

Weekly Edition - digital

First Swipe - Please refer to the digital rate card

Print-only rates and volume discounts available on request

10% premium for guaranteed positions

All rates are gross, subject to local taxes.

Rates are valid until 31 December 2025

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

EMEA

GBP Gross

Display

Advertising

Print with digital

Page facing editorial 56,900

Print premium

Outside back cover 74,200

Double-page spread 94,300

Weekly Edition - digital

First Swipe - Please refer to the digital rate card

Print-only rates and volume discounts available on request

10% premium for guaranteed positions

All rates are gross, subject to local taxes.

Rates are valid until 31 December 2025

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

UK and Continental Europe

GBP Gross

Print with digital

Page facing editorial 52,600

Print premium

Outside back cover 68,400
Double-page spread 87,500

Weekly Edition - digital

First Swipe - Please refer to the digital rate card

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10% premium for guaranteed positions

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The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

United Kingdom

GBP Gross

Display

Advertising

Print with digital

Page facing editorial	22,400
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Print premium

Outside back cover	29,000
Double-page spread	37,400

Weekly Edition - digital

First Swipe - Please refer to the digital rate card

London only*

Print with digital

Page facing editorial	14,500
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Print premium

Double-page spread	24,100
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Print-only rates and volume discounts available on request

10% premium for guaranteed positions

*Only run of book and date flexible

All rates are gross, subject to local taxes.

Rates are valid until 31 December 2025

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

Continental Europe

GBP Gross

Display

Advertising

Print with digital

Page facing editorial 30,750

Print premium

Outside back cover 40,000

Double-page spread 51,200

Weekly Edition - digital

First Swipe - Please refer to the digital rate card

Financial centres, Continental Europe*

Print with digital

Page facing editorial 15,300

Print premium

Double-page spread 19,300

Travel hub cities, Continental Europe*

Print with digital

Page facing editorial 19,600

Print premium

Double-page spread 32,500

Print-only rates and volume discounts available on request

10% premium for guaranteed positions

*Only run of book and date flexible

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The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

Middle East and Africa

GBP Gross	
Display	
Advertising	

Print with digital

Page facing editorial 8,900

Print premium

Double-page spread 15,400

Weekly Edition - digital

First Swipe - Please refer to the digital rate card

Print-only rates and volume discounts available on request

10% premium for guaranteed positions

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The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

The Americas

GBP Gross

Display

Advertising

Print with digital

Page facing editorial	35,300
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Print premium

Outside back cover	44,800
Double-page spread	70,600

Weekly Edition - digital

First Swipe - Please refer to the digital rate card

Canada only*

Print with digital

Page facing editorial	4,450
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Print premium

Double-page spread	8,900
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*Only run of book and date flexible

Print-only rates and volume discounts available on request

10% premium for guaranteed positions

All rates are gross, subject to local taxes.

Rates are valid until 31 December 2025

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

Asia Pacific

GBP Gross

Print with digital

Page facing editorial 14300

Print premium

Outside back cover 18700
Double-page spread 24000

Weekly Edition - digital

First Swipe - Please refer to the digital rate card

Exclusive app sponsorship: WeChat

Monthly sponsorship 36600

Print-only rates and volume discounts available on request

10% premium for guaranteed positions

All rates are gross, subject to local taxes.

Rates are valid until 31 December 2025

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

Asia only*

GBP Gross

Display

Advertising

Print with digital

Page facing editorial 12,500

Print premium

Double-page spread 20,700

South Asia (Bangladesh, Bhutan, India, Nepal, Pakistan, Sri Lanka)*

Print with digital

Page facing editorial 4,350

Print premium

Double-page spread 7,200

Hong Kong & Singapore*

Print with digital

Page facing editorial 4,000

Print premium

Double-page spread 6,800

Print-only rates and volume discounts available on request

*Only run of book and date flexible

10% premium for guaranteed positions

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Rates are valid until 31 December 2025

Pacific regional editions

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

Australia & New Zealand*

GBP Gross	
Display	
Advertising	
Print with digital	
Page facing editorial	3,700
Print premium	
Double-page spread	6,150

Print-only rates and volume discounts available on request

*Only run of book and date flexible

10% premium for guaranteed positions

All rates are gross, subject to local taxes.

Rates are valid until 31 December 2025